

Santa Cruz County Projection Highlights

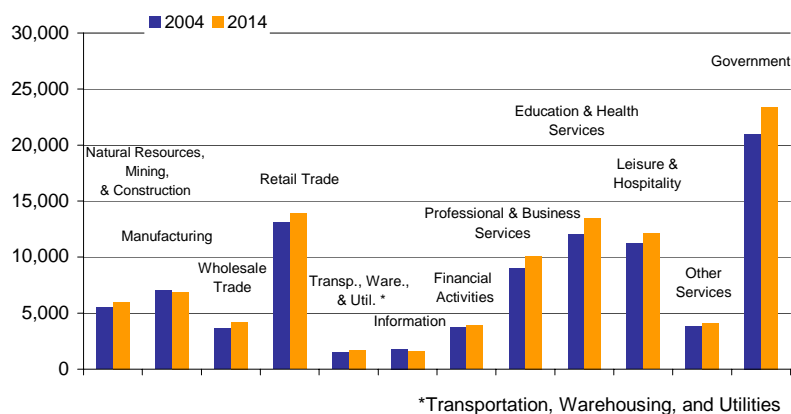
Industry

Total employment, including Self-Employment, Unpaid Family Workers, Farm employment and Nonfarm Wage and Salary Employment in Santa Cruz County is expected to grow at 0.7 percent annually between 2004 and 2014. Total Nonfarm employment in 2014 is anticipated to reach over 101,000, a net increase of 8,400 new jobs. Six out of ten Nonfarm Wage and Salary jobs are forecasted to occur in Government (2,400), Education and Health Services (1,500), and Professional and Business Services (1,100).

Wholesale Trade is the fastest growing major industry sector with an annual growth rate of 1.7 percent. Other industries growing faster than the overall annual Santa Cruz County Total Nonfarm growth rate of 0.9 percent are Transportation, Warehousing, and Utilities (1.3 percent), Education and Health Services (1.3 percent), Professional and Health Services (1.2 percent), and Government (1.1 percent).

Manufacturing and Information are the industry sectors that will record job losses over the projected period, declining by 300 jobs. The decline in the Manufacturing sector is concentrated in Computer and Electronic Product Manufacturing (-200) and Food Manufacturing and Beverage and Tobacco Product Manufacturing (-100).

Below is a graph of the 2004 and projected 2014 employment.



Occupations

Occupational projections for the period 2004 to 2014 forecast:

- 7,800 net new jobs from industry growth,
- Nearly 27,000 job openings from Net Replacements,
- A combined total of over 34,000 job openings.

The top 50 occupations with the most job openings will generate almost 50 percent of all job openings in Santa Cruz County during the 2004-2014 period. These occupations are expected to generate over 17,000 total job openings. Most of the job openings among these top 50 occupations are from lower paying, entry level occupations such as Retail Salespersons, Cashiers, and Waiters and Waitresses. Higher-skilled and higher paying occupations such as Managers, Sales Representatives, and Carpenters are also among these top 50 occupations.

The 50 fastest growing occupations are all expected to grow at an annual rate of 1.2 percent or more. Occupations in Computer, Education, and Health related fields are scattered throughout this list. Computer related occupations require a minimum of a BA/BS degree and pay more than \$30 per hour.

The following chart illustrates average annual job openings due to growth and replacements by education and training levels in Santa Cruz County.

